

CHILLCOTHE MARKETING & TOURISM COMMISSION
MEETING MINUTES
September 5, 2018

MEMBERS PRESENT, Amanda Oedewaldt, Nick Mc Million, Kevin Yates,
Kaci Geier and Amanda Beadles, Nancie Cassidy

MEMBERS ABSENT: Tiffany Moore, Dan Colwell, Paresh Patel, Shirley Loser,
Michele Pollack, Patty Pierson, Joe Harper, Nathenia Zich

OTHERS PRESENT: Mayor Don White, Director Parker

The meeting was called to order at 3:31 p.m.

Budget Review – Mayor White gave the budget report. He stated that we are doing good with the budget just have to keep an eye on the billboardTV/other category to make sure we don't go over.

Event Sponsors - Mayor White informed the committee that he put together what he is calling a white paper of all the major events that go on in Chillicothe. He stated that this idea came about after a meeting that he had with Kevin Yates, President of the Chillicothe Chamber, Tiffany Moore Director of the Chamber and Director Parker. They at the time went over a number of things and what came out of that meeting was that Chillicothe needs a large event like Morton has the Pumpkin Festival, Pekin has the Marigold Festival, and Elmwood has the Strawberry and so on. The Corn boil and Claud Elen Days seem to be the largest events so why not make it into the Corn Festival where their would be multiple items made of corn. There would be a Little Miss Popcorn contest, a corn on the cob eating contest and so on.

The committee likes the idea of grouping some of the events together. Amanda Oedewaldt who represents the Claud Elen Days stated that because the carnival books so far in advance if the date was going to be changed they need to know that date as soon as possible. More discussion will be done and some details looked at so that some type of plan can start to formulate to work on this task. More information will come on this idea.

Old Business:

CGI Progress- Video was completed. We should get results sometime in October

PAVCB Opportunities- Kaci reported that the gentleman who will be taping the \$100 video ads will start contacting those businesses that expressed an interest in having one made within the next 30 days.

Brian Fox Ellis Update - This event is still planned for Nov. 11th at Shore Acres

Billboard Update – The contract ends in October. The City will not be renewing the contract. It has been talked about that the Chamber may take on a contract with Adams so that advertisements are tied to businesses and not just events in Chillicothe

Downtown Thursday Report – Director Parker reported that the Back to School Bash had a good turnout but was probably the least attended out of all 3. She felt it had a lot to do with the Sports Rally taping that was going on at the high school that evening. There was lots of good feedback from a number of vendors and business owners about the Downtown Thursdays this year.

Summary:

Council Agenda Items - None

Chair – Actions - None

There being no further business the meeting was adjourned at 4:05 p.m.

Respectfully submitted,

Rachael Parker

Staff Liaison for the Marketing & Tourism Committee

